

Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society – DEMUSIS

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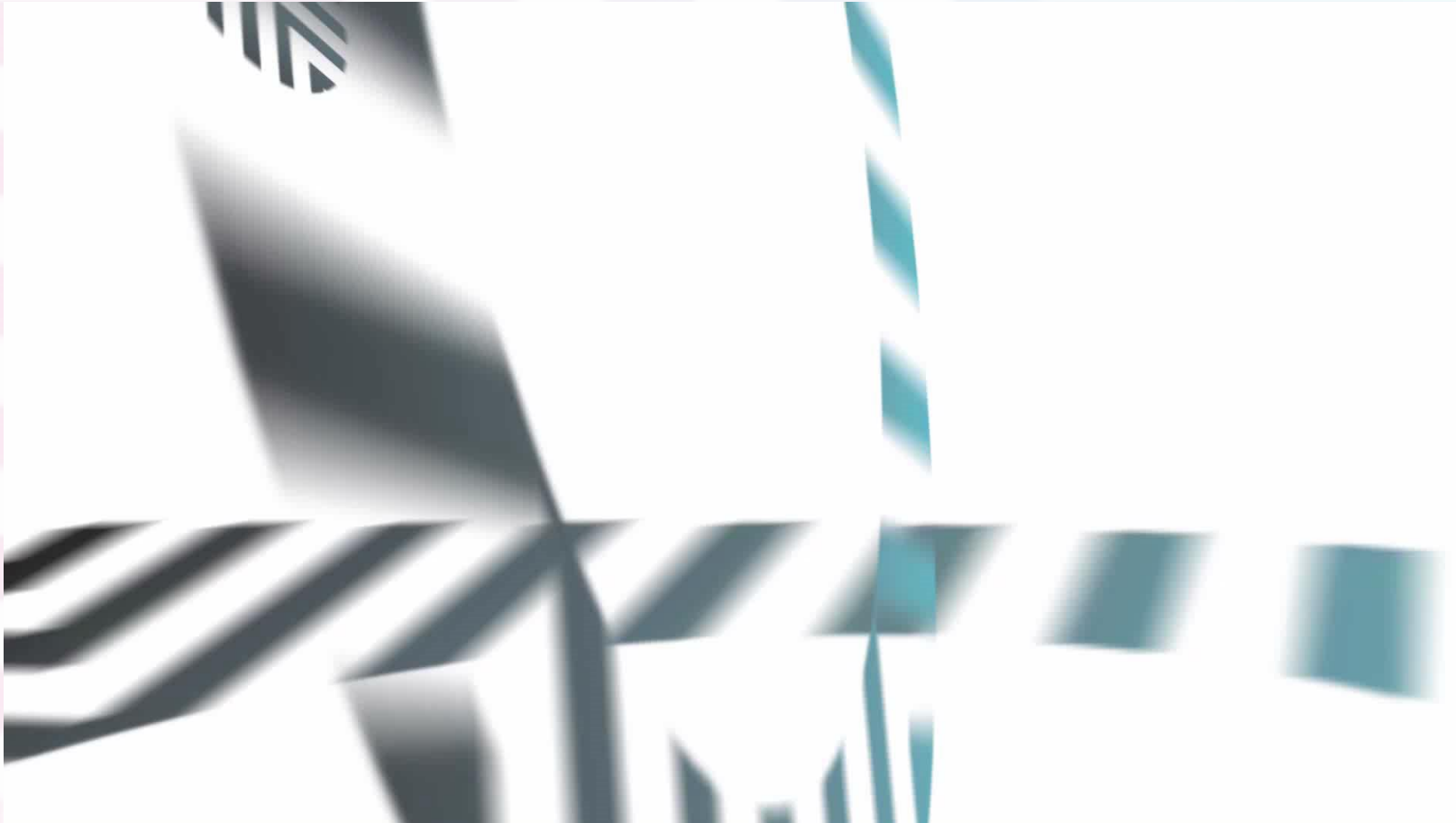


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What is DEMUSIS all about?



General Info

- *Full name:* Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society – DEMUSIS
- *Project category and type:* Erasmus+ Capacity building in higher education / Joint projects / Curriculum development
- *Duration:* 36 months
- *Start:* 15/01/2019
- *End:* 14/01/2022
- *Project coordinator:* Faculty of Music, University of Arts in Belgrade
- *Countries involved:* Serbia, Netherlands, Lithuania, Bulgaria and Belgium
- *Budget:* 605 401 00 EUR



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Objectives

The project aims at **enhancing entrepreneurial abilities** of academic musicians to use **digital technologies** artistically, creatively, knowledgeably, critically and responsibly (both toward self and others) **in general and cultural context**. The objective is to introduce forward-looking curricula that will offer **sustainable career for musicians** and provide them with knowledge, skills and understanding **how to work alone and manage their own careers**. DEMUSIS aims to ensure capacity development of HEIs to educate **culturally engaged professionals** willing to **participate in civil society**.

Main objectives:

1. Expanding the curriculum to include digital and entrepreneurial skills and knowledge
2. Continuing professional development for professional musicians after graduation
3. Development of social and cultural awareness among music students



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Target groups

- ***Students***
- ***Teaching and non-teaching staff***
- ***Serbian HEIs in music***
- ***Music professionals***
- ***Employers & employer organizations***
- ***The cultural sector in general and the music industries in particular***
- ***Society at large***



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Project consortium

Partnership balance

Structure

Previous collaboration

Partners' profiles

Roles & responsibilities



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Royal
Conservatoire
The Hague



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How did DEMUSIS come about?

Issues:

- Discrepancy between digital skills required by future jobs and current curricula at Serbian HMEI
- Inconsistency between national orientation towards steady jobs and EU entrepreneurial careers for musicians
- Insufficient national HMEI capacities for development of music creativity in digital era
- Low awareness of musicians that music making/learning/research/teaching in the world of digital media is highly relevant for contemporary civil society



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How did DEMUSIS come about?

Priorities:

Institutional

- Development of current curricula at Serbian HMEI; Serbian music study programs lack digital and entrepreneurial approach
- Upgrade of resources. Equipment purchase and acquisition of new instruments

National priorities

- DEMUSIS is in line with 4 national strategies:
 - 1) 1. Strategy for the Development of Education in Serbia 2020,
 - 2) 2. Strategy for Cultural Development in Serbia 2017-2027
 - 3) 3. Strategy of Development of Industry of Information Technology 2017-2020
 - 4) 4. Information Society Development Strategy in Serbia until 2020

EU priorities in HME



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Preparation for curriculum changes



Study visits:

- *New Bulgarian University* 20-23/03/2019
- *Lithuanian Academy of Music and Theatre* 02-06/04/2019
- *Royal Conservatoire The Hague*, 18-20/04/2019
- Entrepreneurial boot camp visit *A musicians footprint*, Royal Conservatoire The Hague, 02-06/09/2019

Self analysis of current study programs

Dialogue with the stakeholders: What outcomes do we need to achieve for our students? What competencies do we need to develop? - Novi Sad, 26/06/2019



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Study of needs: Students/teachers survey

Which additional skills important for your profession do you develop during your studies?

Skills that are acquired	Skills	Skills that they would like to acquire
16,1%	Entrepreneurial skills	42,20%
60,85%	Communication skills	48,13%
60%	Academic skills	39,66%
51,86%	Team work skills	33,9%
20,34%	Digital-tehnical skills	41,52%
4,91%	Other	7,63%
14,74%	I don't know	14,23%

Which additional skills important for your profession do you develop during your studies?

Skills that are acquired	Skills	Skills that they would like to acquire
18,60%	Entrepreneurial skills	34,88%
69,76%	Communication skills	43,02%
53,48%	Academic skills	34,88%
51,16%	Team work skills	38,37%
43,02%	Digital-tehnical skills	48,83%
/	Other	5,81%

Which entrepreneurial skills would be, from your point of view, important to develop during studies?

Faculty of Music, Belgrade (P1)	Skills	Faculty of Philology and Arts, Kragujevac (P3)
16,1%	Communication skills	42,20%
60,85%	Presentation skills	48,13%
60%	Project proposal and application	39,66%
51,86%	Basics of financial management	33,9%
20,34%	Basics of management	41,52%
4,91%	Other	7,63%



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Curriculum development

- **Faculty of Music, University of Arts in Belgrade:** over 40 courses modernized
- **Academy of Arts, University of Novi Sad:** introducing the digital teaching tools to courses Chamber music and Orchestral Parts
- ***New courses in Belgrade, Novi Sad and Kragujevac HMEI***

Faculty of Music	Academy of Arts	Faculty of Philology and Arts
<i>Basics of digital literacy for musicians</i>	<i>Methods in Music Education in the Digital Environment (MEDIG)</i>	<i>Music in digital environment</i>
<i>Basics of project planning and music entrepreneurship</i>	<i>Basics of entrepreneurship in music</i>	<i>Basics of musical entrepreneurship</i>
<i>Contemporary notation and digital notography</i>		
<i>Basics of working with DAW</i>		



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New master study program

- *Name:* Music entrepreneurship (working title)
- *Title acquired:* Master music entrepreneur (working title)
- *Prerequisites:* Graduate BA students of all music study programs can apply
- *No of ECTS:* 60
- *Duration:* 1 year
- *Institution:* Faculty of Music, University of Arts in Belgrade

Aims and objectives

- Forming experts, well grounded both in music practice and theory, capable of coming up with innovative solutions to contemporary challenges posed to the field of music.
- It should give the chance to music students to upgrade their music knowledge for new entrepreneurial activities in digital surroundings or with application of digital technologies, and to develop them further into new creative or business practices.



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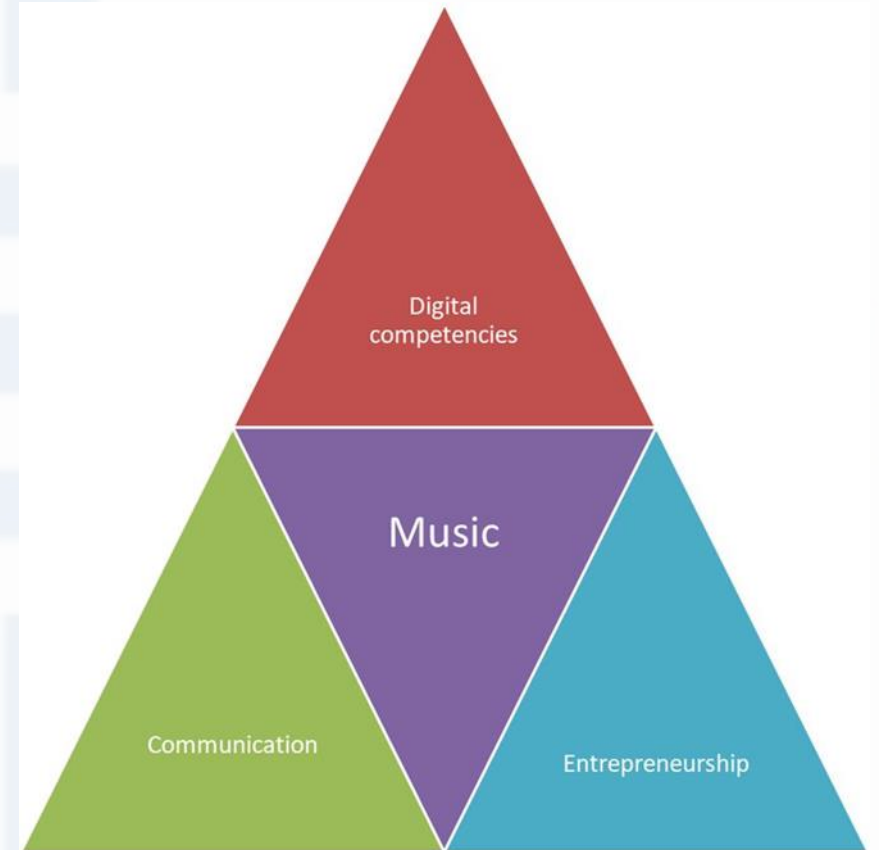


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New master program *Music entrepreneurship*

Quality and merits

- Interdisciplinarity and balance
- Flexibility
- Progressiveness
- Student-centered approach
- Wider applicability



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MA Music Entrepreneurship

Compulsory courses

Combining artistic work, research and professional practice

- Introductory course
- Music creativity and digital technologies
- Marketing approach to music
- Music creativity and communication
- Music research and encoding in digital surrounding
- Music industry and contemporary artistic practice
- Creative process and participatory practice in music
- Internship
- Final MA thesis



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Challenges & obstacles

National	Institutional	Personal
Non-existent procedures for accreditation of interdisciplinary study program	No Department for DEMUSIS	"Who's signing the student grades?"
Change of rules and deadlines for application	Interdisciplinarity issues	"We are artists, not businessmen"
Portfolio type of career for musicians formally unrecognized	Teacher-centered approach	"But I'm already doing all of this"
"Ossified" educational system		Traditional views: "participatory practice = chamber music"



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<http://www.demusis.ac.rs>



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